

MAY 2024

Color Cosmetics Packaging Trends

A look at the trends influencing color cosmetics
packaging design and innovation.

berlin[®]
PACKAGING





Introduction

The post-pandemic return to regular activities created a rebound for color cosmetics, which witnessed 9% value growth in the US and 14% in Canada in 2023. This was partly fueled by consumers seeking to indulge in affordable luxuries amidst economic challenges and global stressors.

Interest in skin-enhancing ingredients, self-care routines, and inclusive products are some trends impacting color cosmetics.

**The brands mentioned in this report are trademarks of their respective owners. Inclusion of these brands in this report is not meant to imply an association with or endorsement from the respective trademark owners.*

Prestige Beauty

Premium cosmetics outpaced mass cosmetics in North America last year, and they are on track to do the same in 2024. This is led by consumers' desire to treat themselves - even during economic uncertainty - and a strong base of high-income consumers in the category. The emotive benefits of color cosmetics also drive consumers to indulge in the category, creating resiliency. Premium and luxury brands continue to eye the cosmetics space, including fashion house Celine, which announced its color cosmetics debut for 2024.

Superior packaging solutions can reinforce quality and create an elevated user experience. Berlin Packaging supplies several exclusive products perfect for prestige cosmetics, including our Luxe, Double Glass, and Makeup in Glass collections. Custom packaging can also feel premium and exclusive, differentiating from the competition and protecting products against “dupes.” And don't overlook your secondary packaging. It can create a memorable first impression for a brand and provide a unique unboxing experience with luxurious materials and unexpected touches like interior printing and tactile elements.

U.S. prestige beauty sales grew by 14% in value from 2022 to 2023, compared to a 6% increase of mass market beauty sales. (Circana)





INTERSTELLAR

flocked applicators



Skinification

Skin health is becoming a primary consideration across personal and beauty care categories, with skincare ingredients, benefits, and functionality becoming essential to consumers, even in non-skin care products. The trend toward skinification is driving innovation, with makeup products acting more like skin care. Cosmetic brands are taking inspiration from skin care formats like balms and serums and ingredients like hyaluronic acid and vitamins. A 2023 Euromonitor survey found a growing number of US respondents were searching for ingredient formulation in color cosmetics. Preference for cosmetics that support skin health and complexion goals will continue to grow, opening the door for competition from skincare brands.

Consumers appreciate the multifunctionality of skincare-cosmetic hybrids and their added convenience and value. In addition to product formulations, packaging can provide these benefits. Berlin Packaging's Interstellar flocking applicators have a flexible, angled tip perfect for applying products to the full face, from cheeks, forehead, and chin to specific areas like eyes and lips.

45% of global consumers are extremely or moderately worried about skin health, and 20% are actively treating or seeking to prevent skin health concerns. (Euromonitor)



Self-Care

Today's consumers take a more holistic approach to their health, focusing on physical, mental, and emotional well-being. Self-care and intrinsic motivations to feel good and look healthy are influencing beauty and personal care routines. Brands are moving away from promoting an ideal image of beauty and focusing more on emotional wellness, individuality, and feeling good in your skin. Selena Gomez said of her brand, Rare Beauty, "Being Rare is about being comfortable with yourself. I've stopped trying to be perfect. I just want to be me." There is a rise in beauty care products claiming to offer emotional health benefits, like relieving stress and anxiety.

Packaging can optimize the user experience and be part of the self-care process. Brand design can promote a soothing and relaxing experience through color, font, graphics, and messaging. Soft-touch containers and smooth, seamless applicators can feel good when handling and applying cosmetics. And secondary packaging can create more immersive and personalized experiences that deliver delight, like adding a special note or including unexpected elements.

70% of US consumers are interested in and willing to pay more for beauty and personal care products with mood-boosting qualities. (Mintel)





Inclusivity

Conscious Beauty is becoming more mainstream as people want to support brands that align with their values, including inclusivity and diversity. According to GlobalData, 70% of Americans say supporting brands promoting diversity is important to them. Consumers have become aware of their power to demand greater representation from brands, leading cosmetic brands to promote inclusivity by offering customizable products, catering to underserved members of society, breaking down harmful stereotypes, and featuring a broader and more accurate reflection of society. Fenty Beauty has changed how consumers think about makeup and the beauty industry by including and appreciating various skin tones. Sephora Accelerate program develops brands to help ensure they are representative of the colors, races, and ethnicities that make up the Americas.

Packaging designed with regard for people with physical limitations, visual impairments, and the aging population is becoming more prevalent. Rare Beauty uses uniquely shaped packaging that is easier to handle. Gender-neutral brand design is also gaining popularity. Avoiding stereotypical “masculine” and “feminine” colors, imagery, and language can communicate that a brand is designed for everyone.

47% of beauty product users say they shop from brands that promote diversity or inclusivity (Mintel).

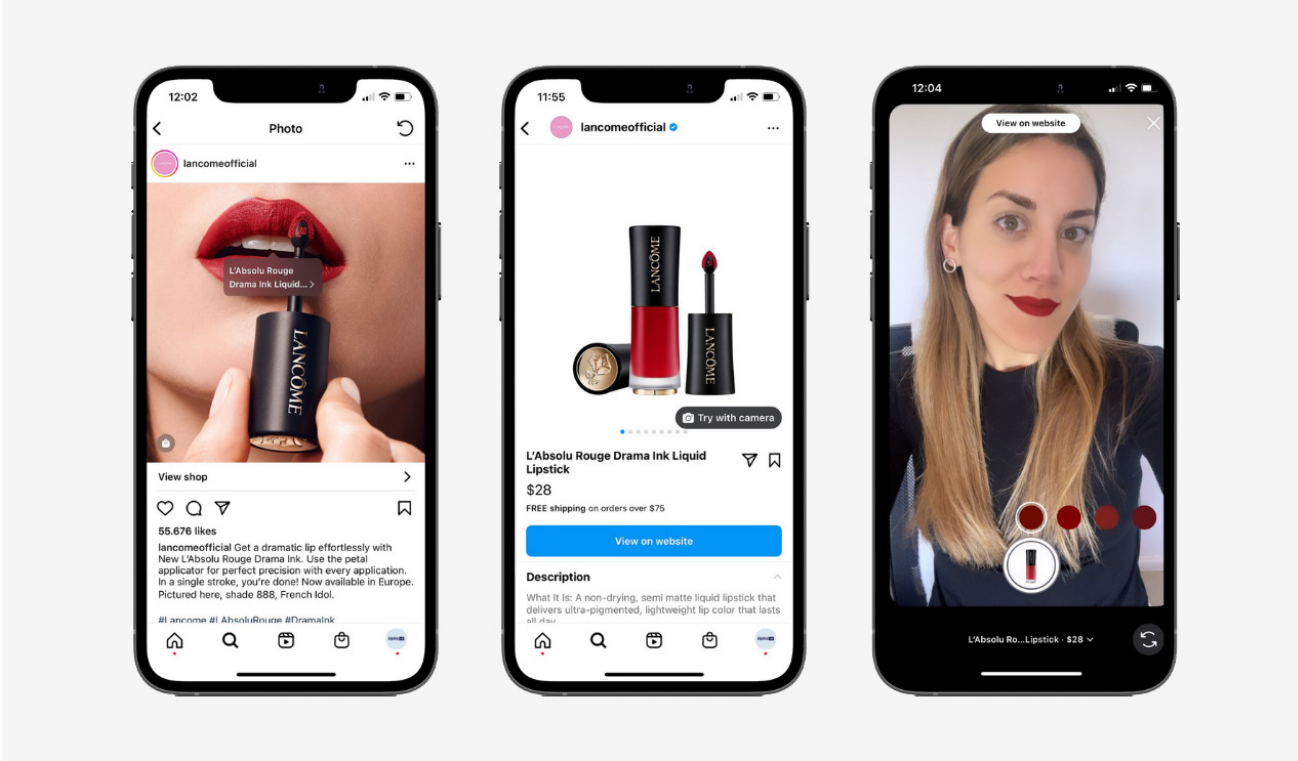


Beauty Tech

Technology plays an increasingly significant role in the everyday lives of today’s consumers. People are always “on” and connected, looking for digital tools that help them save time and money, select the right products for their needs, reassure them of product quality and safety, and create unique user experiences. Mintel included Beaut-AI as one of its top three beauty and personal care trends of 2024, citing, “AI will permeate the beauty industry in the form of personalized recommendations, virtual try-on experiences, and data-driven insights.”

Packaging can help meet consumer demand for digitally connected products through quick response (QR) codes, radio-frequency identification (RFID) or near-field communication (NFC) tags, and sensors. After scanning a QR code on pack, shoppers can be redirected to a brand’s website to browse products, view tutorials, read reviews, discover ingredient information, find out about a company’s social or environmental initiatives, and more.

Global consumers seek digitally advanced and high-tech solutions for the products they buy, with 64% saying they look for “high-tech” products when making purchase decisions. (GlobalData)



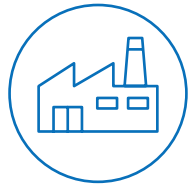


We Believe Anything Is Possible[®]

With over 100 years in the packaging industry, more than 2,000 packaging professionals and a global network of suppliers and warehouses, we offer 50,000+ SKUs of plastic, glass, and metal containers, closures, and dispensing systems across all markets for customers just like you.

Our Business Model

Berlin Packaging combines the best elements of manufacturing, distribution and logistics, and value-added service providers to deliver cost-effective packaging solutions to our customers. Our mission is to improve our customers' net income through packaging products and services. We are the world's largest Hybrid Packaging Supplier[®].



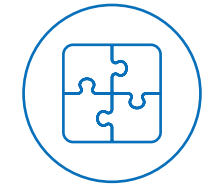
Best Elements of
a Manufacturer

+



Distribution
& Logistics

+



Value-Added
Specialty Services

Value-Added Specialty Services

Our compelling suite of solutions addresses your needs and unlocks profit.

- Custom Design & Innovation
- Quality Service Management
- Global Sourcing & Services
- Inventory Management Services
- Sustainable Packaging Solutions
- Berlin Financial Services